

OFFERS \$1,000 EACH FOR NEW PICTURE IDEAS

Famous Players' Company to Pay Authors Big Price for Scenarios.

The most remarkable monetary offer ever made in theatrical or motion picture circles has been announced by the Famous Players Film Company in its offer of \$1,000 each for 100 scenario ideas, making a total of \$100,000 to be spent for photoplay material. There have been a number of scenario contests conducted by film producers in which prizes were offered for the winning scripts, the remaining ideas which were submitted being purchased at a nominal figure.

Definitely Committed.
In this case, however, the producers are definitely committed to pay \$1,000 for every idea which is accepted, and no script which is not worth this amount will be purchased. Inasmuch as the Famous Players desire only to have authors of recognized ability submit ideas, the announcements are appearing only in large national magazines of the highest literary standards, so as to bring them before the greatest number of writers.

This unprecedented offer on the part of one of the oldest producing concerns is a striking commentary on the confidence which it has in the future of the great industry which is so frequently rumored to be weakened by its own

Phenomenal Growth.
At its present rate of production the scripts purchased from this source alone would provide material for more than two years to come. When it is considered that a contract is still in force between these producers and the Charles Frohman Company, for dramatic rights belonging to it, that, that rights to other big plays and novels have been acquired for the screen, and that the Famous Players are under contract with the Paramount Pictures Corporation to supply that organization with photoplays for the next twenty-three years, it is apparent that the men at the helm of the concern believe in the unlimited future of the motion picture industry.

HER LAST FILM

Rita Jolivet Gives Up Screen Work at Her Husband's Request.

Rita Jolivet, the well known actress who recently became the Countess de Cippico, has just arrived in New York following her appearance at the Oliver Morosco film studios, Los Angeles, in "An International Marriage" by George Broadhurst. Since her marriage the countess has forsaken her theatrical career in accordance with her husband's wishes and had it not been for the fact that she agreed to do a photoplay for Mr. Morosco prior to her becoming the wife of the Italian nobleman, she would not have appeared in this production.

It is understood that "An International Marriage" will therefore be the last subject in which she will appear before the public. The photoplay will be released on the Paramount Program the end of July.

SERIES FOR RUSSELL.

Presentation of William Russell, popular star of the American Mutual studios, in a series of five act Mutual Star Productions is announced by the Mutual Film Corporation.

Is Engaged by Knickerbocker



RUTH ROLAND.

Ruth Roland, famous star of "Who Pays?" and other serials, is the latest addition to the galaxy of Knickerbocker stars. Her first picture is practically completed.

Alice Brady to Appear At Orpheum Tomorrow

Triangle and Blue Bird Features
Also Booked There for
the Week.

Great plays and great players are scheduled for presentation at the Orpheum theater this week.

Monday, Alice Brady will appear in "La Vie De Boheme," taken from the opera, "La Boheme," in which Mme. Cavaleri scored her marvelous triumph. The story is extremely interesting and deals with happenings in the Latin quarter of Paris, France. Another chapter of the famous "My-



ALICE BRADY IN
"LA VIE DE BOHEME"
WORLD FILM CORP.

teries of Myra" will also be offered. Howard Estabrook and Jean Sothern are stars.

Military Spectacle.
Tuesday, a timely Triangle film, "The Bugle Call," featuring William Collier, Jr., and Anna Lehr will be the special feature offering. The play is a military spectacle, but has a beautiful thread of romance running through it. The settings are wonderful, and the action is above criticism. A Keystone comedy "Hearts and Sparks," will be shown also in two parts.

Wednesday, "The Bugle Call," and The play is said to be one of the best and with them another chapter of "Peg o' the Ring," the interesting circus serial, featuring Francis Ford

and Grace Cunard.
Thursday's feature will be a Blue Bird play, "Naked Hearts." The dramatic action of this supreme offering is remarkable and the theme deals with the adventures of a young and beautiful girl among vultures of society. In the cast are such stars as Francella Billington, Zoo Beach, Ben Horning and Douglas Gerrard. The play is said to be one of the best issued by the Universal Company and it will undoubtedly prove highly interesting and enjoyable. Other dramas of special value will also be shown on this program.

Talmadge and Lewis.
Friday and Saturday a Triangle offering, "Going Straight," featuring Norma Talmadge and Ralph Lewis will be the feature attraction. It is in five acts. The story tells of the son of a millionaire, who, though well trained and highly educated, falls in the hands of bad company and turns into crooked paths. Through the love of a beautiful girl he is brought to the better things in life. A Keystone comedy "Ambrose's Cup of Woe," featuring an all star cast of funny folk, will be shown also.

The music plots will be highly entertaining this week. Music from the best composers will be rendered to the delight of all who attend.

MUTUAL TO STAR WILBUR IN SERIES

May Gaston His Leading Woman in Number of Two-Act Productions.

Announcement is made by the Mutual Corporation of the release in forthcoming weeks of a series of two act photodramas, starring Crane Wilbur, who for the past year has confined his activities to Horsley-Mutual Masterpieces, De Luxe Edition.

First of these two act Horsley-Mutual features with Mr. Wilbur will be released July 1, under the title of

"The King to Make Believe." Second of the two act Wilbur features "The Fool's Game," will follow two weeks later.

For the presentation of this verile young star in these exceptionally interesting two act features, a company of capable players has been selected. Mae Gaston, who has appeared opposite Mr. Wilbur in various of his feature productions released by Mutual, will continue as his leading woman. John Oaker, Joseph Hazelton, Perl Elmore and O. Bigelow are additional members of his company.

GOSSIP OF THE STAGE

A new play by Lee Morrison to be produced is called "Two Bad Brown Eyes."

Edwin Holt has a playlet, "Like Father, Like Son," by Ralph T. Kettering.

Oliver Morosco is to produce a play by Frederick Hatton called "Upstairs and Down."

"Too Much Johnson," Gillette's famous comedy, is being revived by the stock companies.

When James K. Hackett produces "Othello" next season Phyllis Neilson Terry will be the Desdemona.

Leo Dietrichstein is again to play in "The Great Lover," going on tour after an engagement in New York.

Christine Norman is to play the leading role in a play by Cosmo Hamilton called "The Mother Woman."

Mrs. Thomas Whiffen is to make a tour next season in a playlet, "The Golden Night," by Edgar Allan Woolf.

Edgar Allan Woolf has secured the stage rights of a story called "Through the Door," and will dramatize it as a playlet for the use of Florence Rockwell.

Tom Lewis, who was appearing in "Molly O.," has returned to vaudeville.

Tyrone Power has been appearing in "The Servant in the House" on the Pacific coast.

Henry Kolker is to be seen in a new romance drama with the very prosaic name of "Hello."

"Ben Hur" is to start out again on its annual tour, which has now become a stage institution.

William Gillette is to appear in a new play next season in which he will have the role of a middle-aged lawyer.

Fred Niblo, after an entire season in New York, will begin a road tour in Boston in September, with "Hit-the-Trail Holiday."

Joseph Brooks will make an elaborate production the coming season of a dramatization of Zane Grey's novel, "The Border Legion."

Fay Wallace and Regan Hughtson are playing "Forty Winks" on the Pacific coast.

Irene Franklin is to star in a dramatization of Ruth Davis's novel, "The Melting of Molly."

Ferdinand Gottschalk will have a principal part in "Please Help Emily," with Anna Murdock.

The Mayor of Boston has announced that while he is in office no problem or sex plays will be allowed on the local stage.

Phyllis Neilson Terry will play a vaudeville engagement, beginning in August, prior to her appearance with James K. Hackett in the latter's revival of "Othello."

The Dream League of New York will next season produce as features of its work scenes from typical American plays of periods from 1750 to the present time.

Helen Lowell will have an important part in "Jane O'Day from Broadway," by Willard Mack, in which Blanche Ring is to star.

A play by George V. Hobart is to be produced in the fall with Jeanne Eagles, Thomas Rose and Maelyn Arbuckle in the leading roles.

Grant Stewart has written a play which has been accepted for production by the Henry B. Harris estate. Cyril Scott and Fay Bainter will have the leading parts.

Oliver Morosco produced in Los Angeles a play by Owen Davis called "Mile a Minute Kendall." Harry Mestayer appeared in the title role and Edith Lyle in the leading feminine part.

WITH AMERICAN AGAIN.

Richard Bennett, recently appearing in the highly successful New York production "Rio Grande," and the star of the American's film feature, "Damaged Goods," is to be seen again in American Mutual photoplays. He will be starred in one of Aaron Hoffman's stories.

JOINS UNIVERSAL.

Albert Russell is another new name that has just been added to the Universal payroll. Mr. Russell is to co-direct with Billy Mason in the latter's comedy series, in which Mr. Mason is to play lead. Mr. Russell, assisted and co-directed with the Biograph Company for the last two and one-half years.

MOTHER GOOSE QUITE IMMORAL SAYS MR. LUBIN

He Facetiously Censors Nursery Scenario As Some Political Boards Would.

The secretary of a progressive women's club writes the Lubin company, submitting a scenario which includes all the Mother Goose fables. Referred to Siegmund Lubin for decision, the pioneer of the screen, said: "The writer doesn't take the censors into consideration. For instance, we take the scene described as follows:

"Taffy was a Welshman;
Taffy was a thief;
Taffy came to my house
And stole a leg of beef;
Deplete Crime.

"Sure to be eliminated as depicting crime. The second stanza, where Taffy is beaten over the head with a leg of beef, would certainly be eliminated on the same grounds.

"Then that one where papa is going to buy a rabbit skin to wrap Baby Bunting in. No, thank you. Dollars and the Woman," the first photoplay of the season, was objected to by the Pennsylvania Board of Censors because there's a daintily dressed baby in it, and I wouldn't want to take any chances on one that was waiting for a rabbit skin.

Directory Profane.

"Kenneth MacGowan, of the 'Evening Ledger,' who is impatient with censors, once suggested that I might make a good scenario of the Bell Telephone directory, but in reading the book I found a 'Gosh' on page 163 and a 'Damn' on page 111, so what was the use?"

MERGED

Into One Corporation Are the Lasky and Famous Play- ers Concerns.

The Famous Players Film Company and the Jesse L. Lasky Feature Play Company, two of the oldest and best known motion picture producing companies in the United States have merged into one corporation. The new company representing the combination of the resources and activities of the two firms, is called the Famous Players-Lasky Corporation, with a capitalization of \$12,500,000.

The consolidation definitely settles the various rumors with which the two companies have been connected during the last few months, tending to indicate other affiliations. It is authoritatively stated that the Famous Players-Lasky Corporation will distribute its productions, as the two companies previously have done, through Paramount Pictures Corporation.

Is Now Working In New Feature



Edna Goodrich, Morosco-Paramount Star.

Closely following the release of "The Making of Maddalena" on the Paramount Program, the Oliver Morosco Photoplay Company announces that Edna Goodrich, who portrays the chief role in that photoplay, has commenced work on her second vehicle under this banner. "Body or Soul," a stirring dramatic subject by L. V. Jefferson is the title of the new Goodrich photoplay on which activities have already been started under the direction of William D. Taylor.

TO HEAD COMPANY.

Because of her exceptionally good work in recent American and Signal Masterpieces, De Luxe Edition, Rhea Mitchell has been chosen to head the big company of noted players appearing in support of Richard Bennett, in his initial American feature release "The Sable Curse," which will be released as a Mutual Star Production.

EASY JOB.

One afternoon, a few days ago, Louise Lovely, the Bluebird star, and Jane Bernoudy were chatting in one of the big electric light studios when a call came for the latter.
"Just a minute," said Miss Bernoudy, "I'll be back soon. I have to go to Mr. Leonard's set and die. It won't take long."

"The Highest Bid" is a Red Blooded Picture



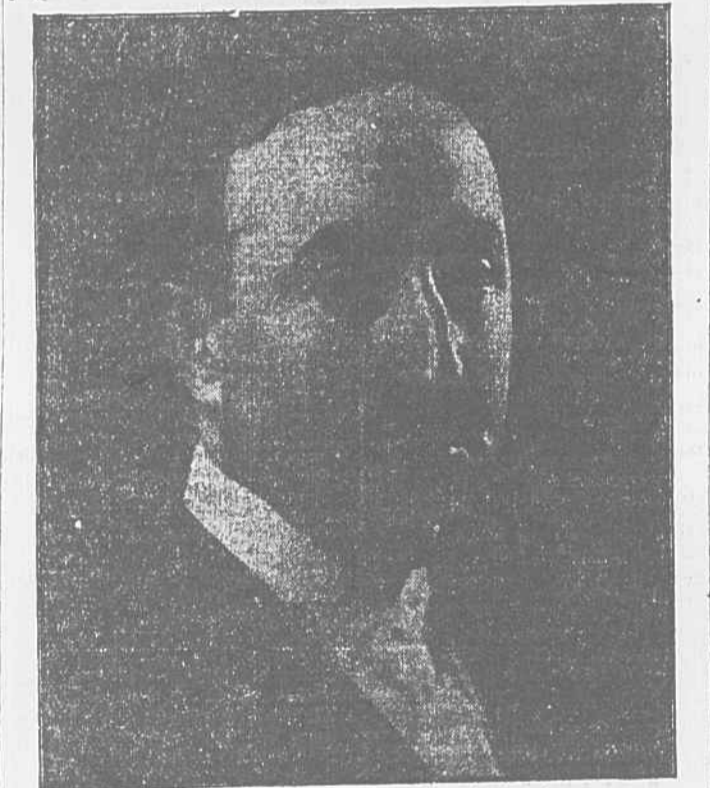
The photograph here reproduced represents a gripping scene in the five-part American-Mutual William Russell feature photoplay, with William Russell and Charlotte Burton in the leading roles.

This is a compelling story, in which the action carries from Wall street and New York society to the mountain wilds of the Great West. As the hero, William Russell gives a wonderful

characterization of a real man, while Charlotte Burton does all that could be done to inspire love in the heart of a man worth while.

This is a verile, red-blooded story from start to finish, and is just such a masterful accomplishment as has lifted William Russell and Miss Burton into stellar popularity. "The Highest Bid" is to be released by Mutual on July 6.

Full Pay and Jobs Back Fox Tells His Employees



William Fox, President Fox Film Corporation

William Fox, president of Fox Film Corporation, known throughout the film industry as "the man who broke the movie trust," and himself one of the largest producers and distributors of motion pictures in the world, employing 10,000 men of fighting age, has notified President Woodrow Wilson and Secretary of War Baker, that he and his corporation have granted full pay to every employee who has or will voluntarily enlist in the military or naval service of the United States during the Mexican crisis.

TALKS WITH SCREEN STRUCK GIRLS

Series Two
By Beatriz Michelena
No. 22.

(Copyright, May 1916, by Beatriz Michelena.)

"Please," says the girl who writes me from Boise, Idaho, "don't think me foolish because I want to be a motion picture actress."
A good many other girls have addressed me with practically the same plea and so I am taking this opportunity of assuring them all that I think none of them foolish, in fact, that I think no one foolish for having a laudable ambition.
Of course behind this desire to become a motion picture actress there may be foolish or unworthy motives. It may all come from the delusion that there is much money to be made in the profession at little expenditure in honest work; or it may be a false glamor that makes appeal. I am sure that some girls wish to become screen actresses merely to satisfy a silly vanity. They are the sort that do not on being noticed and are forever dressing and flouncing and strutting in a manner most apt to make them conspicuous. Worse still there are some girls who have looked to pictures as an open gateway to bright and a so called gayety of life that is not altogether to be safely scrutinized.

These types of girls, however, are not seriously ambitious to become motion picture actresses. They may think they are, but as a matter of fact, they merely regard the profession as a means to a less worthy end. Although they are foolish, this is quite apart from any desire to become a screen actress. The truly ambitious girl is the one that regards picture acting as a calling well worth her best endeavors. With her it is not the means to something else, but the end, in and of itself toward which her best efforts are to be untiringly directed.

She sees that pictures embody a great art and is willing to labor and sacrifice that she may make some contribution to it, and it is this contribution and not its reward that counts first with her.

To the casual glance of a too unappreciative world she may have failed. Her sacrifice may seem to have been for naught and her contribution misdirected. However, in so far as her ambition was laudable and she true to her ideal, she was not foolish. It does not always take fame nor recognized success to prove wisdom.

TALCUM USED IN CARTRIDGE FOR MOVIES

Rights to Clever and Much Needed Invention Bought by Jack Dillon.

Jack Dillon, director of Vogue comedies for the Mutual Film Corporation, has purchased the exclusive rights to a "shootless cartridge."

This remarkable ammunition, designed for use in motion picture shooting scenes, is the invention of H. Spearman Lewis, of Chicago, an expert on light ordinance.

In Steel Capsule.

Mr. Lewis, who has specialized on the mechanical application of compressed air, has evolved a cartridge loaded with talcum powder and air under 600 pound pressure to the square inch. The air charge is contained in a tiny steel capsule behind the talcum powder.

When the enraged movie villain pulls the trigger of his musket, pistol or revolver, a plunger pin punctures the capsule, releases the air and discharges a spurt of the talcum powder, which in the film picture gives a realistic effect of the jet of flame and wreath of smoke which come from actual gunfire.

Entirely Harmless.

The Lewis Hot Air Cartridge is entirely harmless and practically noiseless. It will not injure the most delicate fabric or skin. When more realistic effects are required for close-ups, it may be loaded with currant jelly.

Mr. Lewis admits that the idea was evolved in his boyhood days, when farmers loaded shotguns with rock salt to protect watermelon patches.

THEATERS CLOSED

Along the Mexican Border 'Owing to Feeling Engendered by the War.

Motion picture exhibitors have been hit by the troubles along the Mexican border. C. A. Clegg, manager of the Dallas, Texas, branch of the Mutual Film Corporation, has wired J. C. Graham of the New York office that many of the exhibitors who depended upon Mexicans for their patronage have closed their theaters because of racial feeling, while others are only showing pictures two nights a week.

The decrease in business has been a blow to the motion picture interests in that section and as there is no relief in sight many will have to suspend entirely.

ROBINSON GRAND THE THEATRE BEAUTIFUL

THE HOUSE THAT RAISED THE STANDARD

CLARKSBURG'S ICE PLANT IS DEGREES COOLER THAN THE STREET

Perf. 1:30, 3:15, 5:00, 7:00 and 8:45 P.M.

Monday Paramount

SESSUE HAYAKAWA

IN

"ALIEN SOULS"

A Lasky Production
Added: Paramount Pictographs

Tuesday Metro

MARGUERITE SNOW

and
WILLIAM NIGH

IN

"His Great Triumph"

Added: Mr. and Mrs. Sidney Drew
Latest Pathe News

Wednesday Paramount

HAZEL DAWN

IN

"THE FEUD GIRL"

Added: Burton Holmes Travels

Thursday Metro

FRANCIS X. BUSHMAN

and
MARGUERITE SNOW

IN

"THE SILENT VOICE"

Added: Napoleon and Sally

Friday Fox

VIRGINIA PEARSON

IN

"HYPOCRISY"

Added: Latest Pathe News

Saturday Selig

WILLIAM FARNUM

in the nine act

"THE SPOILERS"

See the great fight. First time at this price—TEN CENTS

Added: The Paramount Bcny Cartoons.

THE HOME OF THE PIPE ORGAN